

## PASCO Community Relations

Our plan:

Objective: Develop 2-way communication

- give ~~interested parties~~ <sup>local officials, concerned groups, and media</sup> and residents accurate, timely information before, <sup>and</sup> during the course of investigation
- receive feedback from interested parties <sup>and</sup> residents and factor feedback into decision-making.

(This meeting <sup>and</sup> the preliminary phone calls that Lori made serve as first step in this process)

Part of the objective of meeting with you today is to let you know how we feel we can accomplish these objectives, and get your suggestions.

To Accomplish <sup>Communication</sup> Objectives:

- Establish any meaningful community relations history (e.g. past meetings, news conferences, etc.) that may be relevant to helping us find out who interested parties are <sup>and</sup> what concerns they may have

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- Make list of key participants - may include ~~of~~ of you in this room, may also include ~~residents~~, special groups that may have formed around this issue, local ~~press~~ press that have an interest, other local, state, and federal officials -- and most importantly residents. Maintain mailing list.

• Establish local contact point for information during study

- Identify key concerns and issues that exist before <sup>and during</sup> ~~investigation~~ investigation.  
examples: why this study?  
from ~~the~~ NPL sites are there significant health effects?  
what are effects of exposure?  
~~the~~ property values  
schedule for ~~the~~ action  
etc.

- Use communication techniques, (see below)

- ~~Factor~~ Use key concerns ~~as~~ as one criterion for decision-making during investigation. Keep aware of changes.

## Techniques

Our preferences

### 1. personal contact w/ residents

either by phone, or if possible, by person.

To inform target residents of major findings, activities, decisions

### 2. briefings for local and state officials

either by phone, or person. Keep officials informed on continuing basis.

### 3. small meetings, informal

informal discussions, as needed basis, with concerned citizens to address questions, review concerns.

### 4. fact sheets and updates

used early on before investigation & during course of investigation, as needed.

For ~~rest~~ target residents - as source of information, activities, and to be distributed at meetings, - also for media, and other interested groups.

<sup>Include</sup> ~~Put~~ contact person & phone number for further information.

These are <sup>usually</sup> short and sweet.

5. local information repository

Local <sup>public</sup> library or other building where  
~~all~~ information is kept - for public access.

~~6. develop summary of public concerns~~

6. press releases / press conferences

as needed, to announce milestones or  
important information. Will  
not precede appropriate local  
notification. ~~Be sure to~~ (Fact sheets  
~~will~~ will generally <sup>also</sup> precede press  
releases).

who will issue - EPA!